



WOLF CROSSING

Georgetown, Texas

Sign installations into a utility easement

CHALLENGE

CSW Development provided FSG Signs the opportunity to outfit its brand new 42-acre retail space, Wolf Crossing, located in the thriving city of Georgetown. The project scope included several multi-sized signs that complemented the vibrancy, charm, and high-end character of the area. As Wolf Crossing was already in development, there were specific requirements that left limited space and a small margin of error for installation within the utility easement. FSG needed to ensure that existing tenants were not disturbed by the construction and utilities were identified correctly prior to digging and plotting to allow for appropriate access and inspections.

SOLUTION

Over the course of a year FSG, CSW, city of Georgetown engineers and additional stakeholders held weekly meetings onsite to discuss the project and challenges. Weighing all the input, FSG engineers used detailed concept drawings to gain buy-in from all partners and move ahead with the project. The FSG team engineered and built a sign package with (2) large 35' pylons and (5) smaller signs 14-feet and under. Using value-engineering to achieve the design and look desired by the developers, FSG substituted board form concrete veneer rather than 100% concrete. In the end, the FSG team was able to produce high-visibility, quality signage that achieved the CSW Development's aesthetic goals, stayed within budget, fulfilled the city's utility requirements, and allowed for necessary changes as Wolf Crossing's occupancy has continued to increase.

Owner
CSW Development

Contract Type
Signs

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